- 3. (Original) The method of claim 2, wherein said receiving a schedule includes generating the schedule based on programming a recording device to record programming.
- 4. (Original) The method of claim 3, wherein said programming a recording device is performed via an electronic program guide.
- 5. (Original) The method of claim 2, wherein said characterizing the programming is performed using data from an electronic program guide.
- 6. (Original) The method of claim 1, wherein said identifying subscribers is accomplished by analyzing data regarding subscriber interactions with an electronic program guide.
- 7. (Original) The method of claim 1, wherein said delivering one or more targeted advertisements is done prior to recording the programming.
- 8. (Original) The method of claim 1, wherein said delivering includes inserting the one or more targeted advertisements by comparing a profile of the advertisements with the subscriber.
- 9. (Original) The method of claim 2, further comprising identifying the one or more targeted advertisements by comparing a profile of the advertisements with the subscriber profile.

10. (Original) A method for delivering targeted advertising in recorded programming, the method comprising:

programming a recording device to record one or more television programs;

generating a schedule of said programs to be recorded, wherein the schedule includes avail opportunities and information about the television programs;

identifying and characterizing potential subscribers of the television programs; generating a schedule of at least one targeted advertisement to be delivered to the potential subscribers in avails within the television programs; and

delivering the at least one targeted advertisement to the potential subscribers.

- 11. (Original) The method of claim 10, further comprising characterizing the one or more television programs.
- 12. (Original) The method of claim 10, wherein said identifying and characterizing is performed using subscriber interaction data with an electronic program guide.
- 13. (Original) The method of claim 11, wherein said characterizing is performed using an electronic program guide database.
- 14. (Original) The method of claim 10, wherein the avail opportunities can be derived from existing avails, newly created avails or customized avails.
- 15. (Original) A system for delivering targeted advertising in recorded programming, the system comprising:

a recording schedule module for obtaining a schedule of programs to be recorded;

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a subscriber identification module for identifying possible subscribers that will view programs; and

an ad-scheduling module for generating a schedule of one or more targeted ads to be inserted into the programs.

- 16. (Original) The system of claim 15, further comprising a program characterization module for characterizing the programs to be recorded.
- 17. (Original) The system of claim 15, further comprising a subscriber profile module for retrieving and updating a profile for each identified subscriber.
- 18. (Original) The system of claim 15, further comprising an ad-matching module for matching ads to subscribers.
- 19. (Original) The system of claim 18, further comprising an ad insertion module for inserting targeted ads into the programs to be recorded.
- 20. (Original) The system of claim 15, further comprising a recording program module for programming or activating a recording device to record programming.
- 21. (Original) The system of claim 15, wherein said recording schedule module is an element of an electronic program guide.
- 22. (Original) The system of claim 20, wherein said recording program module is an element of an electronic program guide.

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- 23. (Original) The system of claim 16, wherein said program characterization module utilizes data from an electronic program guide to characterize programming.
- 24. (Original) The system of claim 15, wherein said subscriber identification module utilizes data comprising subscriber interactions with an electronic program guide to identify the subscriber.
- 25. (Currently Amended) A method for delivering targeted advertisements in programs that have been flagged for future viewing, the method comprising:

receiving notification that a program has been flagged for future viewing; generating a first schedule which includes avails within the flagged program; identifying potential subscribers of the flagged program:

generating a schedule of target advertisements to be delivered in the flagged program; and

delivering the targeted advertisements.

26. (Original) The method of claim 25, wherein said generating a schedule of targeted advertisements includes:

retrieving a profile of potential advertisements;
retrieving a profile of the identified subscribers;
correlating the advertisement profile and each subscriber profile; and selecting the targeted advertisements based on said correlating.